

Tourism during COVID-19: Perception of Students on the Effectiveness of Mass Media in Promoting Philippine Tourism

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Abstract

Evolving in this new normal, the internet and smart phones became the household necessity that has a great impact to one's everyday routine. Since Tourism is a discipline where media plays an essential role, most people are fascinated to visit a destination of their choice. Mass media became the primary source of information as it can reach a wide variety of audiences through the internet, radio, television, and social media platforms. It encourages tourism in various ways in attracting tourist, inform and persuade them to patronize and support all activities related to it. Tourists decide which airlines to fly, what hotel to book, visit the nearby attractions and shopping centers. By utilizing mass media as a form of promotion and advertisement of a specific destination, it could lead to the recovery of the tourism sector. The study utilized a quantitative research method and a descriptive design in order to collect quantifiable information from a sample of 120 respondents. According to the findings, the majority of the third year International Tourism & Hospitality Management students of Lyceum of the Philippines University Manila perceived that mass media plays a vital role in promoting Philippine Tourism. Media, as an effective medium for promoting health protocols, are essential tools to rebuild the future of Philippine tourism. This study has discussed in detail the use of mass media and its effect on companies on tourism industry. The most common use of mass media by travel companies is to establish contact with clients all around the globe in order to build and search for recovery plans once traveling is possible. Social media is an excellent medium for persuading the public to use preventive necessities. Awareness of tourism companies' safety and health practices via social media during the COVID-19 will also ensure clients' health and safety. To conclude, mass media has been effective in influencing visitor

decision-making and might be an instrument to aid in the recovery of Philippine tourism. The use of internet during the pandemic is essential and can play an important role in attaining the industry's goals.

Keywords: Pandemic, Tourism, Broadcast Media, Travel Information, Health Protocols

Introduction

COVID-19 was reported for the first time in the Philippines on January 20, 2020. At the beginning of the pandemic, one of the needs of the public is reliable information and updates regarding the disease. Extensive news coverage makes the public informed on timely feedback. The government implements various preventive measures to prohibit people from traveling anywhere. People were instructed to wear face masks, face shields, to observe social distancing and other precautionary measures. Due to the quarantine protocols that have been implemented around the country, people were obliged to stay at home and work from home as well. The use of the social media and technology advancements has significantly created opportunities to keep people informed, connected, and prepared.

Mass Media is one of the platforms that everyone used to spread information during COVID-19 global crisis. It easily connects people to credible resources when it pops up into users' account. Coleman (2015), stated that in times of epidemic, the public would always require

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prompt and accurate disease information. The primary source of information used to influence the vast majority of the general public is mass media. Thus, mass media platforms had a significant impact, particularly on people's travel decisions. During the pandemic, people relied on the media for information. The most popular outlets for mass media are newspapers, magazines, radio, television, and the internet.

According to Brdar (2014), while all businesses were affected during the pandemic, the tourism industry has also shared a part with the declining status of the economy, particularly because international and domestic flights were briefly halted. This study has discussed in detail the use of mass media and its effect on companies such as airlines, hotel providers, cruise operators, and travel intermediaries. The most common use of mass media by travel companies is to establish contact with clients all around the globe in order to build and search for recovery plans once traveling is possible. On the other hand, COVID-19 has long-term consequences for consumer behaviour, which would be one of the critical factors driving possible media changes.

This study sought to analyze the perception of the students on the effectiveness of mass media towards the future of the tourism industry and the utilization of mass media ever since the lockdown started. It also aims to restore travelers' confidence and promote tourism businesses by maximizing the use of the mass media platform, thereby, assist in gradual recovery of Philippine Tourism.

Literature Review

In this new normal, the internet and smart phones are the usual household commodities. Mass Media obviously affects the individual and the society as a whole. Anwar (2020), revealed that it created the opportunities and significantly contributed during lockdowns, extended quarantines and timely updates on COVID-19 infodemics. The COVID-19 pandemic has features multiple economic, social, cultural and health issues arising from mass media and other digital platforms.

According to Shalvee and Sambhav, (2020), since the number of COVID-19 cases has been rapidly increasing, its popularity in media has also increased. Therefore, the role of television and radio became very crucial, considering that not everyone has access to its medium.

The media now has a double responsibility not just to entertain the audience, but also, to provide important and accurate information. Television plays an important part in people's everyday lives. It holds inevitable importance to humanity since modernity took place. During this pandemic, television has served as the source of updates and information from the outside world. Considering the restrictions brought by this pandemic, the only means to get instant information for many is the television.

Amidst the 2020 Global Pandemic, there will still be an opportunity for travel-related industries to get back into the market. Multiple different social media sites, along with Snapchat, Facebook, Instagram, and YouTube provide users with various promotional features. According to Hoffman (2020), strategic social media campaigns will save the travel industry's reputation and call for an end to more loss of revenue. Some of the strategies mentioned that can save one's corporate image during COVID-19 are: (1) to provide such a transparent and informative update on what to do to effectively disinfect as well as to maintain clients' health & wellbeing, (2) to offer reasonable rebooking choices, consider using a combination of COVID-19-related and gimmick-related hashtags, and captions to maximize the most out of current search trends, and (3) to utilize the effectiveness of social media travel influencers. In the study conducted by Dublin (2020), various travel companies have used social media to encourage and maintain contact with customers all over the world – to create wanderlust and look forward to a time when travel is once again possible. Though the battle with COVID-19 is winding down, long-term impacts on consumer behavior have been observed, and social media is one of the major themes driving future changes.

Garland (2020) stated that social media was considered the strongest ally during the lockdown. It has been a noticeable spike in the number of people who have turned towards social media platforms. For context, Italy has shown a 70% rapid growth of internet consumption within only a few weeks. Whereas, Mexico has already shown a 30% rise in internet usage. It must be the perfect time for social media and internet sales to take over. Furthermore, multiple hospitality companies have also recently considered looking at Instagram tourists' visits to sell summer discounts, as well as, to promote their accommodation and also to attract travelers who think of traveling again after the global pandemic has ended.

In the report of Burgos (2020), social media has significantly contributed to the growing number of tourists in the country. Tourism Secretary Bernadette Romulo Puyat said that the most recorded foreign tourist in 2019 was from South Korea. The tourists were able to see the many existing beautiful tourist destinations in the Philippines. They were tempted to visit the Philippines through the many scenic views posted on social media.

Boykoff (2012) mentioned that the Department of Tourism was able to use social media to draw attention from tourists across the globe. They launched a campaign in January with the tagline, “It’s More Fun in the Philippines,” publicly encouraging bloggers, tweeters, and Facebook buddies from the country to come up with their advertising. On Twitter, this tagline has become the number one trending topic within hours, and even Facebook pages were filled with homemade advertisements. In addition, The Manila Times (2020) reported that on Instagram, DOT have launched the “#SaveOurSpots” Graphics Interchange Format (GIF) to promote and raise awareness on sustainable tourism. As well as the “#SaveOurSpots” photo frame, the everyday Filipino conversation lines, the responsible tourist badge, and many more were mostly included in those artworks, aiming to inspire mindful travel across the Philippines. This campaign encourages domestic tourism globally and DOT has taken advantage of the active users on Instagram.

Hamid (2020) claimed that travel and tourism businesses nowadays were depending on online or social media platforms more than ever as their means to connect with customers. This has become a part of their marketing technique. Cordwell (2020) also mentioned that Facebook, Instagram, and YouTube have encouraged businesses to promote what they can offer and to take full advantage of what the platform can offer. He also mentioned that using famous people is also an effective strategy when endorsing and advertising services in an excellent manner that many tourism companies may use with the help of these digital platforms. Nevertheless, this will also improve their reputation, which has surely been affected during the COVID-19 pandemic.

In contrast, Schimmel (2020) believed that the media had continued to perform vital roles in the public, particularly in disseminating the directives and policies coming from the government, as well as transmitting scientific information, to a wide range of audiences. The media’s transparency

upon highlighting the emerging social tragedy that took place, especially in the hospitals and care homes situated in the country has helped raise awareness to the public. Mollard (2020) also analyzed that wearing face masks has been an old normal for countries such as China and South Korea as it was used as a protection from cities that are heavily polluted, meanwhile, for Westerners, the use of face masks could hinder the quality of communication. Since the beginning of the pandemic, a variety of influencers have posted content (mainly using Instagram as their platform), with them using a face mask in order to be an example and motivate their followers to conform to the safety measures implemented by the government.

Factors were being made by different tourism businesses to address the problems during COVID-19; one of these was using social media as a tool. According to GlobalData (2020), most people used social media during the pandemic that was why tourism companies targeted customers through social media to advertise any travel-related business worldwide, to regain tourist interests by using virtual reality in tourist destinations, and to enhance the strategies and plans of every travel-related business in this time of crisis, it was also proven by the article of David (2020) and on the interviews of Dr. Moorhouse (2020).

Dellova (2021) mentioned that social media nowadays serves as a popular platform to search for trips and the tourists’ latest post on their travel’s most significant memories help the readers decide on their plans to travel. Social media’s pictures, hash tags, reviews and feedback help determine the travel whereabouts of the tourists.

In the study of Ransinghe et al. (2020), some of the main suggestions in resolving the adverse effects of the coronavirus outbreak have therefore been made. First, it is really important to disseminate an optimistic view through news outlets and social networking sites to raise awareness of possible tourists. Despite having a COVID-19 outbreak in our country, locals and government officials find a way to help in advertising Philippine Tourism by the use of mass media.

Oguz et al. (2020) mentioned that the speedy development of the mobile web continues as planned. The customers can make use of gadgets to search from the web, planning of holidays, obtaining travel information, making a reservation, and for paying services and travel goods. As a result, the mobile website will be the foundation for the promotion of e-tourism.

In the report of Mallari (2020), in order to commemorate the Niyogyugan (Coconut) Festival, the Quezon Province Officials have turned online with the activities such as webinars, online trade fairs, and competitions which can be viewed through the Facebook page of the Quezon Public Information Office as mass media meetings and public gatherings was suspended as the world struggles by the coronavirus pandemic. In addition, Tabios (2020) pointed out, through its “Wake Up in the Philippines” campaign, even with the current crisis in global health; the Department of Tourism has continuously made the most out of using digital media. In order to promote the tourist attractions in the region and even with the growing pandemic in the country its domestic tourist spots still have received numerous tourism acknowledgments globally. Assistant Secretary Roberto Alabado III has also added that the government’s adoption of new technology nowadays will enable us to collect information more efficiently and also the evaluation of the output of the tourism sector. That being said, when it comes to the collection of information there would be a need for the development of technological advancements.

Although students are less at risk of severe diseases brought about by COVID-19 pandemic, they are most likely to be the most active online. According to the World Health Organization (2021), they interact in digital platforms such as Twitter, Tik Tok, WeChat and Instagram daily in sharing collective information to help stop the transmission.

In the study of Mangan, (2015), mentioned that the Tourism Industry has been greatly influenced by the mass media. Consumers have participated in social networking study trips, making informed travel choices and sharing personal interactions with a specific hotel, restaurant, or airline. Furthermore, the tourism industry is one of the many industries that the COVID-19 pandemic has severely impacted. In addition, the World Tourism Organization (2020), border closures, airport closures, and hotel closures, as well as limits on mass meetings, land transport, and related services, have placed 100 to 120 million jobs at risk around the world.

In line with this, PwCPhilippines (2020) revealed that the travel restrictions and safety measures were also imposed last January 2020 in other countries and limited travel for Philippines domestic tourists in fear of COVID-19. The DOT secretary stated that COVID-19 was likely

to cause global travel to stop with travel bans in some countries, which yielded Philippine Tourism to lose P23 billion a month. Because of this, negative impacts were felt on international and domestic tourists’ arrival in the Philippines and other countries.

Based on (Businesswire, 2020), This study has discussed in detail the topic of mass media and its effect on companies such as DMO airlines, hotel providers, cruise operators, and travel intermediaries affecting travel and tourism. The most common use of mass media by travel companies and DMOs to establish contact with customers worldwide was to create and search for recovery plans once travel is feasible.

On the other hand, while the COVID-19 war is winding down, its long-term consequences towards consumers’ behavior were evident, which would be one of the critical factors driving potential shifts in the media.

Objective of the Study

This study on Tourism during COVID-19: Perception of Students on the Effectiveness of Mass Media in Promoting Philippine Tourism sought to attain the following objectives:

- To identify the effective mass media platform to be used for advertising Philippine Tourism during the COVID-19 pandemic as perceived by third year CITHM students.
- To identify the most appropriate social media platform to be used for advertising Philippine Tourism during the COVID-19 pandemic as perceived by CITHM students.
- To determine the impact of mass media platforms in travel decisions during COVID-19 as perceived by CITHM students.
- To highlight the important role of mass media towards dissemination of information and advertisement as presented on the perceived ideas of CITHM students.

Research Methodology

This study has utilized a descriptive research design with the use of the snowball sampling process. Using the Slovin’s formula with a 5% margin of error, the calculated target is 289 respondents.

However, this quantitative study has focused on 120 respondents due to limitations during this pandemic. They were asked to share what they have perceived regarding the effect of mass media on Philippine tourism, with the help of social networking sites, and its promotion of the country’s preventive measures in order to generate better health and boost Philippine Tourism against the COVID-19 pandemic. The researchers primarily set their goals on broadcast media, radio, and social media platforms that can be reached by the internet since most people are adept at these as the source of information during the pandemic.

The researchers have conducted this study using an online survey using Google Forms on March 24-31, 2021. Before conducting the survey, the researchers have made sure of the availability of their possible respondents and have also considered their privacy concerns.

This study used Media Dependency Theory by Sandra Ball-Rokeach and Melvin Defleur, indicating that the more people rely on the media for information or to meet their needs, the more their cognition, emotion, and behavior will be affected. The audience’s process of gaining knowledge, reasoning, and comprehending is referred to as cognitive. The moods and feelings of the audience are referred to as affective. The audience’s behavior is defined as how they act and behave. The theory that altering the impacts of the audience’s dependency on media can change society and the media in turn.

Findings and Discussion

Demographic Profile of the Respondents

Table 1: Respondents’ Age Category

Age	Frequency	Percent
18-20 year old	37	30.8
21-25 year old	83	69.2
Total	120	100.0

Respondents’ age category shows that among the 120 respondents, the highest frequency belongs to 21 to 25 years old, while 18 to 20 years old category had the least number of respondents. This suggests that between 21 to 25 years old students are the most active online or the key group in using mass media.

Table 2: Respondents’ Gender Category

	Frequency	Percent
Male	29	24.2
Female	91	75.8
Total	120	100.0

As revealed in Table 2, the female category is 52 percent higher than the male category. This result reveals that females are more interested to use mass media compared to their counterparts. This also reveals that females are more likely to travel. This holds true from the statement of Knorovsky (2020) that the future of travel is female because women focus on tours schedule one trip at a time.

Problem 1: What mass media platform would you prefer to advertise Philippine Tourism during COVID-19 Pandemic?

Table 3: Comparative Frequency on Usage of Mass Media on Tourism and COVID Updates

	Tourism Updates		Covid Updates	
	Frequency	Percentage	Frequency	Percentage
Always	51	42.5	65	54.2
During free time	26	21.7	13	10.8
Not everyday	30	25.0	16	13.3
+Once a day	13	10.8	26	21.7
Total	120	100.0	120	100

Table 3 shows the comparative frequency on usage of mass media on tourism updates compared with the use of mass media for COVID updates as well. The study reveals that fully 43% of the students say they “always” access mass media (internet and television). It has become a necessary daily activity among students to always check on tourism updates.

On the other hand, between the 120 respondents, 65 or 54.2% answered always, 13 or 10.8% answered during free time, 16 or 13.3% answered not every day, and 26 or 21.7% answered once a day. Overall, the majority of the CITHM students always access mass media (internet and television) for COVID-19 updates. As per Anmuth (2020), the consumption of news reports on coronavirus has

surpassed unparalleled levels across the media industries and the internet over the last few months. For context, Twitter recently announced that the high number of daily users has reached approximately 164 million, a 23 percent

increase over the previous year, as users continue to rely on social media for real-time information. The ratings of news channels, on the other hand, have increased by 10% to 20%.

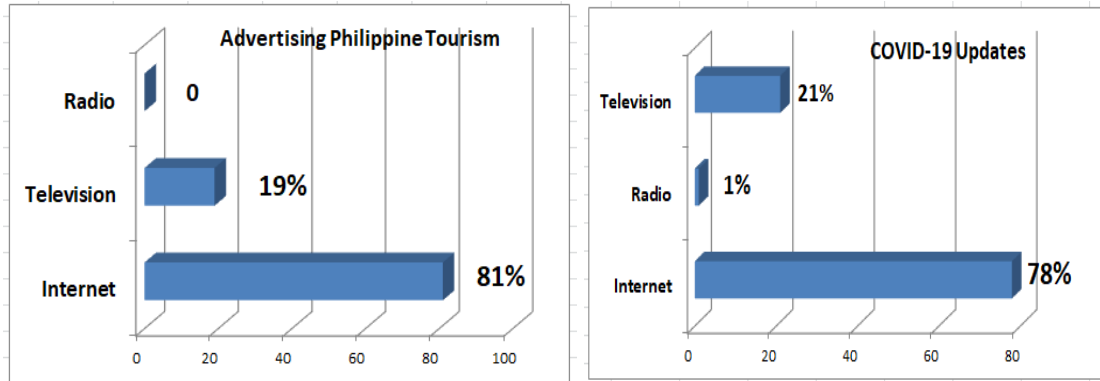


Fig. 1: Comparative Frequency on Preferred Mass Media Platform for Advertising Philippine Tourism and COVID-19

As shown in Fig. 1, the most preferred mass media platform that students revealed in order to check status on Philippine tourism during COVID-19 is the internet. It is the most helpful mass media among students whose access is 81%. This reveals that the internet can be maximum to be utilized in the tourism industry to advertise and promote Philippine tourism. On the other hand, 78% of the population used the internet for check COVID-19 updates, followed by the television with 21%, and 1% of the population used radio. The study suggests that the COVID-19 also illustrated the importance of the internet for massive information and updates.

As mentioned by Bento (2020), the internet is the most used mass media platform when it comes to searching for information about COVID-19 so tourist are aware on the safety protocols while Xiang & Magnini (2015) proved that the Internet played an important role in disseminating information about Tourism that helps in travel planning, especially among millennial travelers.

Problem 2: What social media platform would you prefer to advertise Philippine Tourism during COVID-19 Pandemic?

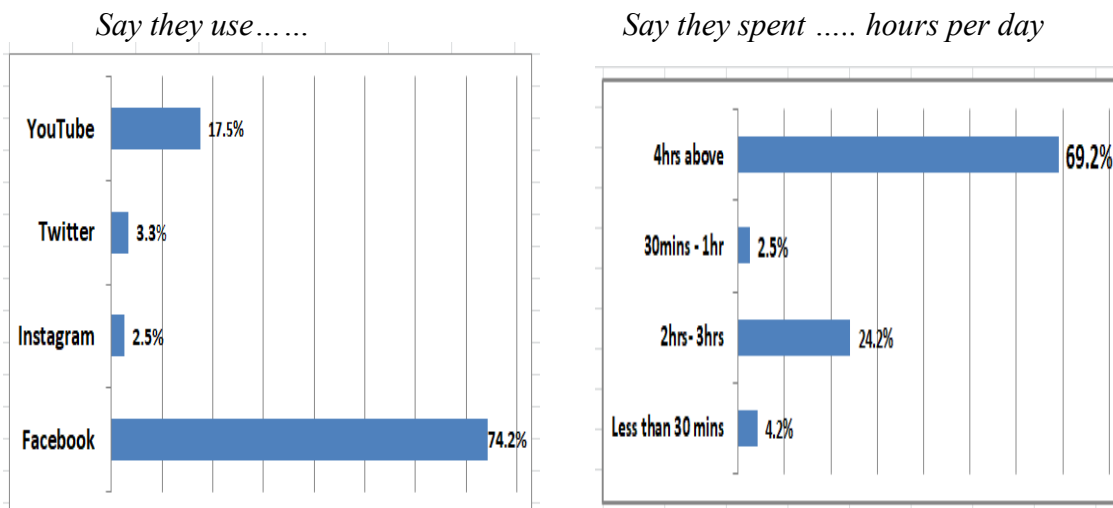


Fig. 2: Preferred Social Media Platform to Advertise Philippine Tourism

At this time of pandemic, the standard way of promoting tourism destination and their products is through the use of social media. As shown in Fig. 2, fully 74% preferred Facebook as social media platform to advertise Philippine Tourism. Since almost everyone is into it, it becomes the most powerful social media platform as perceived by the respondents. This is an ideal channel for almost all kind of business to find their target clients. As mentioned by Camille (2021), user’s photos, hashtags, feedbacks creates an element of credibility which the potential tourist will love to see. This, somehow, will help with advertising Philippine Tourism.

YouTube ranked second with almost 18%. Today’s generation are most active online, thus, fond of checking some of the travel exposition in YouTube. YouTube videos capture the attention of the tourists towards attraction and brands as mentioned by Reino and Hay (2016) in his study. Searching attractions and accommodations through YouTube videos can easily be viewed by tourist, then can easily decide on his future travel information.

As also seen in the table, the majority of the respondents spent time on the internet or social media for 4 hours and above per day and only 5 or 4.2% of them spent time on the internet or social media for less than 30 minutes per day.

Problem 3: How does the mass media platform influence your travel decisions during COVID-19?

Table 4: Influence on Mass Media Platform in Respondents’ Travel Decision: Mass Media as a Reliable Source of Information

N	Mean	Std. Deviation	Interpretation
120	1.8750	.93990	2 - Agree

Table 4 shows the Descriptive Statistics that mass media was a reliable source of information about travel restrictions and safety precautions during COVID-19. The respondents have an average answer of agree with a mean of 1.8750 and a standard deviation of .94. This shows that the mass media is significant to the respondents which are a part of the general public. Mass media are acknowledge as a reliable source of information and influences the tourists’ decision.

Table 5: Relying on Media Information in Choosing a Destination

N	Mean	Std. Deviation	Interpretation
120	1.9500	.90610	2 – Agree

As shown in Table 5, that respondents rely more on media information when it comes to making decisions upon choosing the destination they wanted to visit, considering the pandemic. The respondents have an average answer of agree with a mean of 1.9500 and a standard deviation of .90610. This signifies that information posted on media such as photos, videos, travel experience may influences future tourists in choosing a destination. The media plays an important role in constructing an image for the tourist’s choice of a destination.

Poland (2020) mentioned the importance of social media within the life of Generation Y. They generally believe materials are shared in social media, although they are mindful of it coloring reality, and sharing impressions from traveler goals is per se the reason for the trip. Facebook, YouTube, and Instagram are the foremost utilized social media for Generation Y. It was imperative to characterize the reason for action in social media.

Table 6: Impact of Reading Travel Information and Safety Precautions Online

N	Mean	Std. Deviation	Interpretation
120	1.7417	.91207	2 - Agree

As shown in Table 6, respondents read travel information online, as well as safe travel precautions. It has a great impact on planning their future travel during this time of pandemic. The respondents have an average score of Agree with a mean of 1.7417 and a standard deviation of .91207.

According to Fotis et al. (2012), social media are overwhelmingly utilized after occasions for experience sharing. It additionally appears that there’s a solid relationship between the seen level of impact from social media and changes made in occasion plans earlier to final choices.

Table 7: Fear and Misinformation on Mass Media Among Possible Tourists

N	Mean	Std. Deviation	Interpretation
120	3.0333	.98675	3 - Disagree

This shows that the respondents do not think that mass media may spread fear and misinformation among possible tourists. The respondents have an average score of disagree with a mean of 3.0333 and a standard deviation of .98675.

According to Fedeli (2019) As ‘fake news’ meets travel and tourism, an industry profoundly dependent on data, the opacity and vague unwavering quality brought to its establishments can affect clients, their desires, and general involvement. Key subjects as of now well investigated in tourism the scholarly world such as realness, buyer behavior, promoting, and emergency administration in tourism certainly speak to vital associations to extant information to assist get it the issue.

Table 8: Mass Media in Gathering Information

N	Mean	Std. Deviation	Interpretation
120	1.7250	.96111	2 - Agree

Mass media was helpful in gathering information about tourism as shown in Table 8. The respondents have an average score of agree with a mean of 1.7250 and a standard deviation of .96111. Media had continued to perform vital roles in the public, particularly in disseminating the directives and policies coming from the government, as well as transmitting scientific information, to a wide range of audiences.

In the study conducted by Javed et al. (2020), social media channels were imperative in the contemporary period and have a critical effect on the behavioral, deliberate, and genuine behavior of tourists. This impact on the behavior of visitors leads to choosing certain goals and making travel-related choices. A traveler data look encompasses a solid effect on behavioral deliberateness but not on genuine behaviour.

Table 9: Online Reviews and Recommendations on Travel Plans

N	Mean	Std. Deviation	Interpretation
120	1.7000	.99241	2 – Agree

This shows that reviews and recommendations of other people online have a great impact on the respondents’ travel plans. The respondents have an average score of agree with a mean of 1.7000 and a standard deviation of .99241.

In the research of IUBH International University of Applied Sciences (N.D) and the travel company TUI, Travelers were more often as possible judging a company’s reputation based on their online nearness and this reputation regularly impacts the booking choices of people born and raised within the mechanical time.

Table 10: Online Reviews, Posts, or Vlogs on Choosing a Tourist Destination

N	Mean	Std. Deviation	Interpretation
120	1.6833	.99565	2 – Agree

Table 10 shows that reading reviews, posts, or watching vlogs on the internet can be considered in choosing tourist destinations. The respondents have an average score of agree with a mean of 1.6833 and a standard deviation of .99565.

According to the research of Umea University (2020), travel vloggers are built up as a tourist inquire about strategy which does influence what visitors need to encounter when they visit. It appears that travel vloggers show what was considered not ordinary attractions, separating them from more traditional means of inquiry.

Problem 4: How important is the role of mass media in disseminating health protocols during the COVID-19 Pandemic?

Table 11: Mass Media in Promoting Health Protocols

N	Mean	Std. Deviation	Interpretation
120	1.7583	.91666	2 – Agree

This shows the descriptive statistics that mass media was helpful in promoting health protocols, especially in reopening Philippine tourism. The respondents have an average answer of agree with a mean of 1.7583 and with a standard deviation of .91666. This SD was below the mean and the accuracy was normal.

Table 12: Influence of Social Media in using Protective Essentials

N	Mean	Std. Deviation	Interpretation
120	1.7500	.88165	2 – Agree

This shows the descriptive statistics that social media can influence people in using face masks, face shields, and other protective essentials. The respondents have an average answer of agree with a mean of 1.7500 and with a standard deviation of .88165 which was closely clustered around the mean. The use of social media can positively influence the public on the advantage use protective essentials to protect against COVID-19.

Table 13: Knowing Safety and Health Protocols

N	Mean	Std. Deviation	Interpretation
120	1.7000	.94913	2 – Agree

This shows the descriptive statistics of knowing the safety & health protocols of tourism companies. The respondents have an average answer of agree with a mean of 1.7000 and with a standard deviation of .94913. The SD was below the mean which indicated that the data was more accurate and reliable. There is no doubt that the social media helps to inform the public on health awareness, vaccine campaign, and further updates on business protocol.

Conclusion and Further Research

In this time of health crisis, Mass Media is a powerful tool that greatly influences the Netizen. It was identified to be influential in making decisions, the general public are mindful of the health related information and updated on the reviving tourism industry.

Based on the findings, most of the respondents were female, ages 21 to 25 and always access Media for

COVID-19 and Tourism updates. This proves that students in this time of pandemic are navigating the mass media and other social media platforms to make choices not only for themselves, but also for their love ones and their community.

Another significant finding is that the Internet is the most effective mass media platform preferred for advertising Philippine Tourism and checking COVID-19 updates. Since it is a wide communication network, tourism related organizations directly promote and sell tourism in a profitable way. On the other hand, the internet also influenced the respondents to acquire information about COVID-19 and Philippine Tourism. It played an important role in disseminating information about Tourism that helps in travel planning, especially among millennial travellers.

The mass Medias’ effectiveness as a marketing tool also reveals in the study because of its powerful advertising campaign for Philippine tourism. The travel businesses were able to identify potential visitors, communicate with advocates, and create branded experiences using this application and marketing. Facebook is the most preferred social media, most browsed platform among the respondents. It was utilized as a customer market analysis tool to collect user input, measure their satisfaction, and gain insights.

Moreover, the tourists’ decisions and plans for future journeys were impacted by the mainstream media as a dependable source of information. Because the internet was so widely available during the epidemic, reading reviews, postings, and watching vlogs about tourist sites contributed to the public’s increased faith in the media. During a pandemic, technology is critical, especially in the tourism business. This is to attract clients via applications or ads that promote tourism’s goals and programs during the pandemic. Technology is extremely important in today’s world. It has both positive and negative effects on the environment, and it has a daily impact on people’s lives.

Overall, mass media has been effective in influencing visitor decision-making and might be an instrument to aid in the recovery of Philippine tourism; also, internet use during the pandemic is critical at this time and can play an important role in attaining the industry’s goals. Media had a crucial role in disseminating government-implemented health protocols. Tourists had a better understanding of

how to choose the ideal destination for a safe trip and what rules they must follow. Furthermore, more research study is needed to validate the effectiveness of mass media in promoting Philippine Tourism.

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